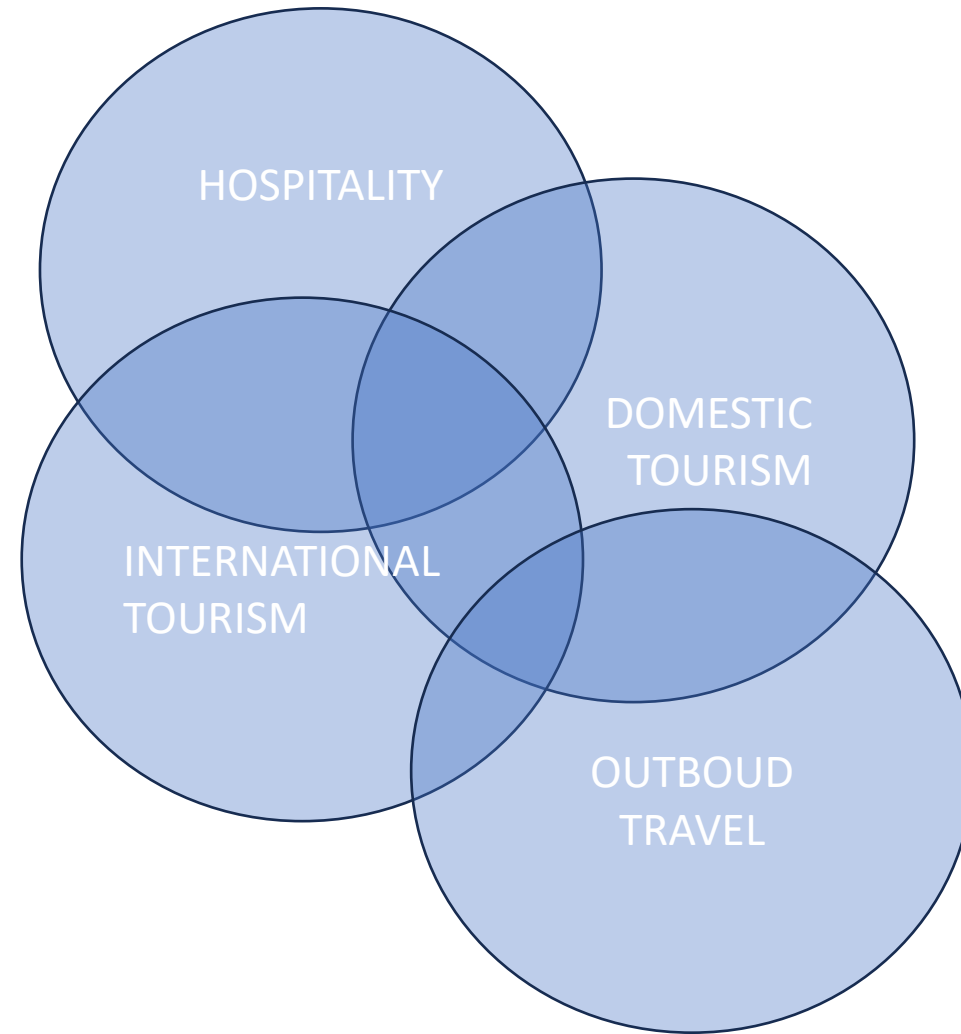


The background features a network diagram with nodes and connecting lines. Various educational icons are scattered throughout, including a graduation cap, a pie chart, a checkmark, a crown, a star, a gear, a diploma, and a magnifying glass. The icons are in shades of blue, orange, and white.

Tourism Training Australia – Digital Microcredentials Project

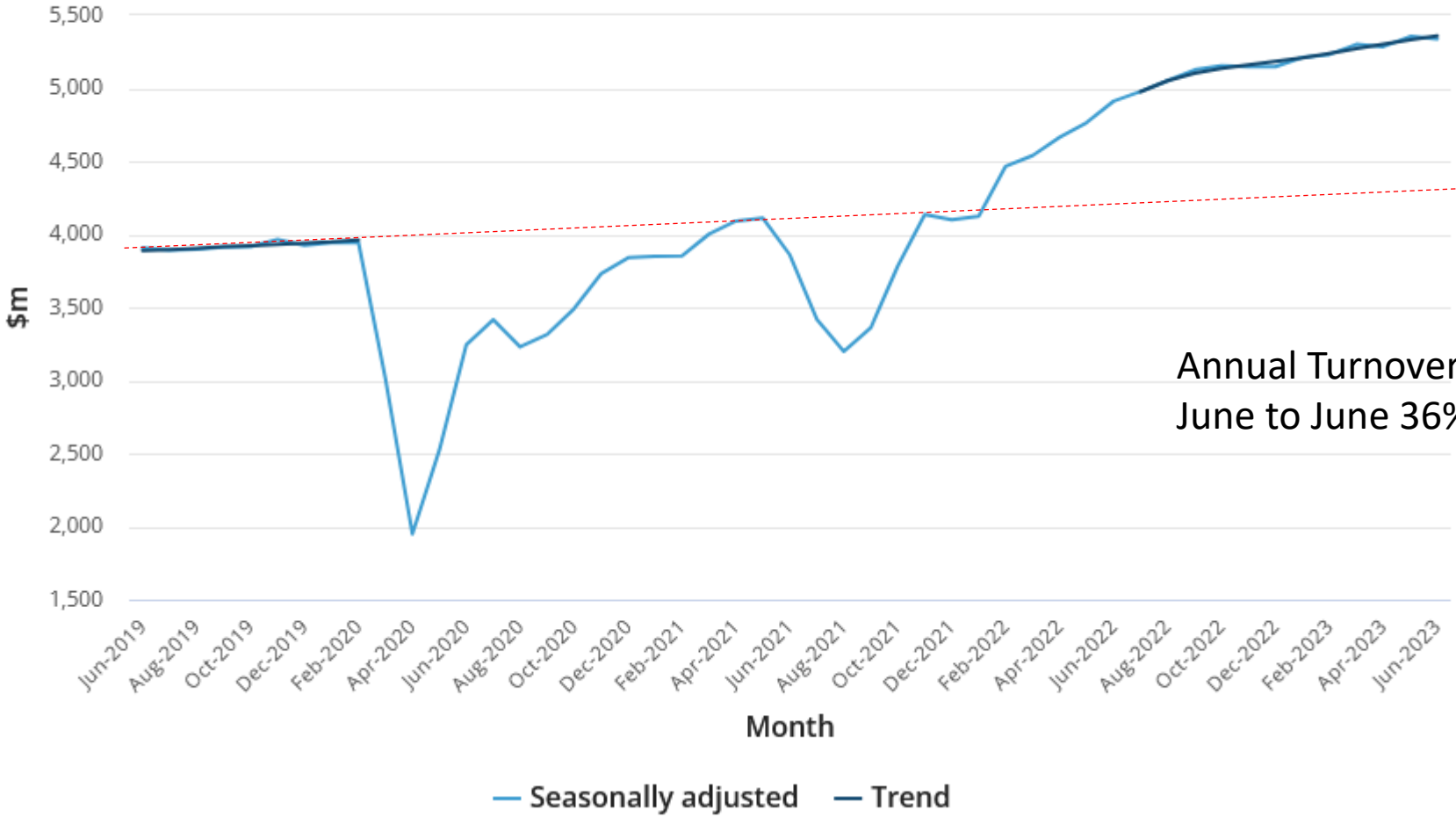
Tuesday, 9:00 – 10:00

Tourism & Hospitality Demand in Australia



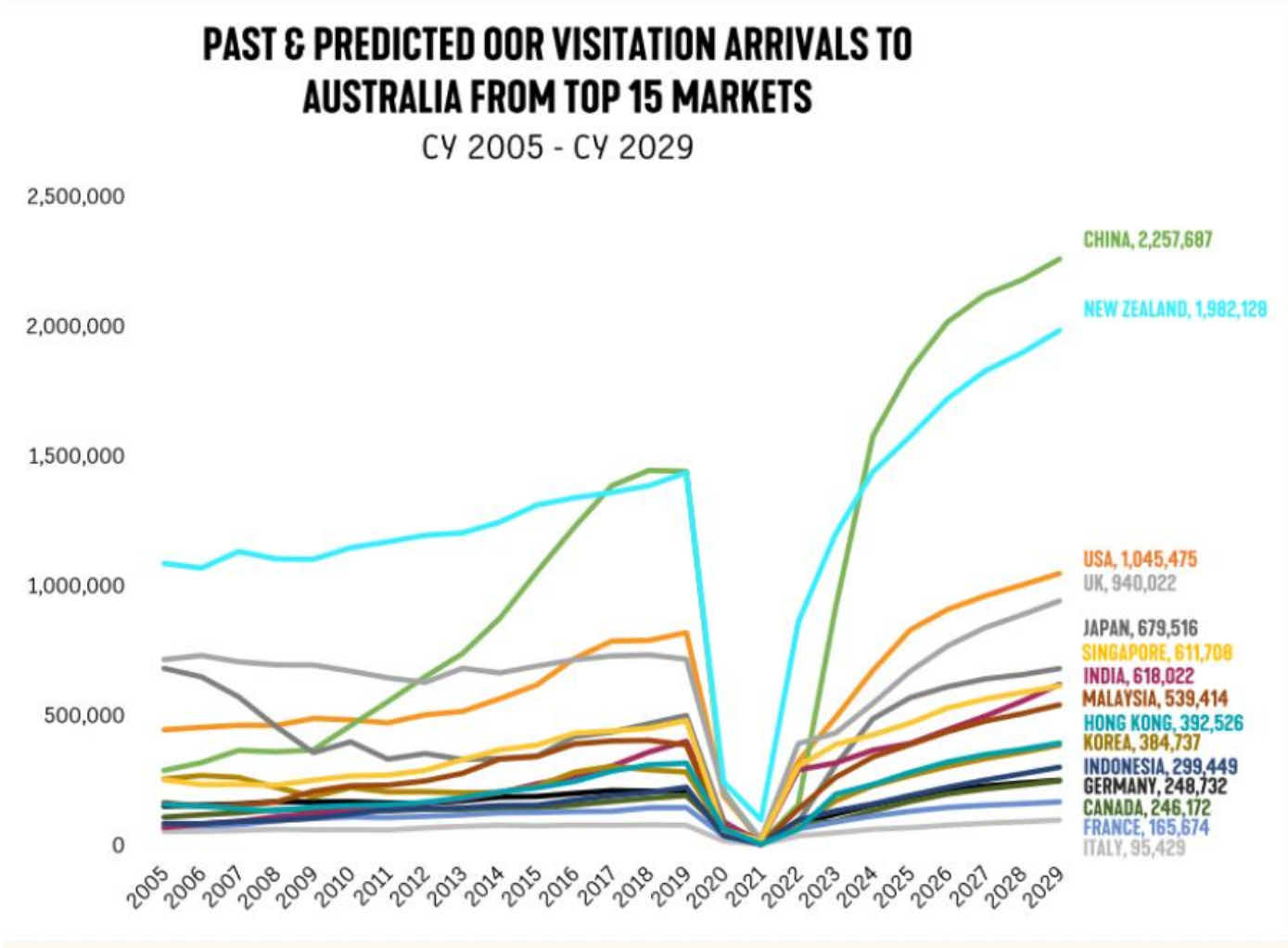
Tourism & Hospitality Demand in Australia

Cafes, restaurants and takeaway food services

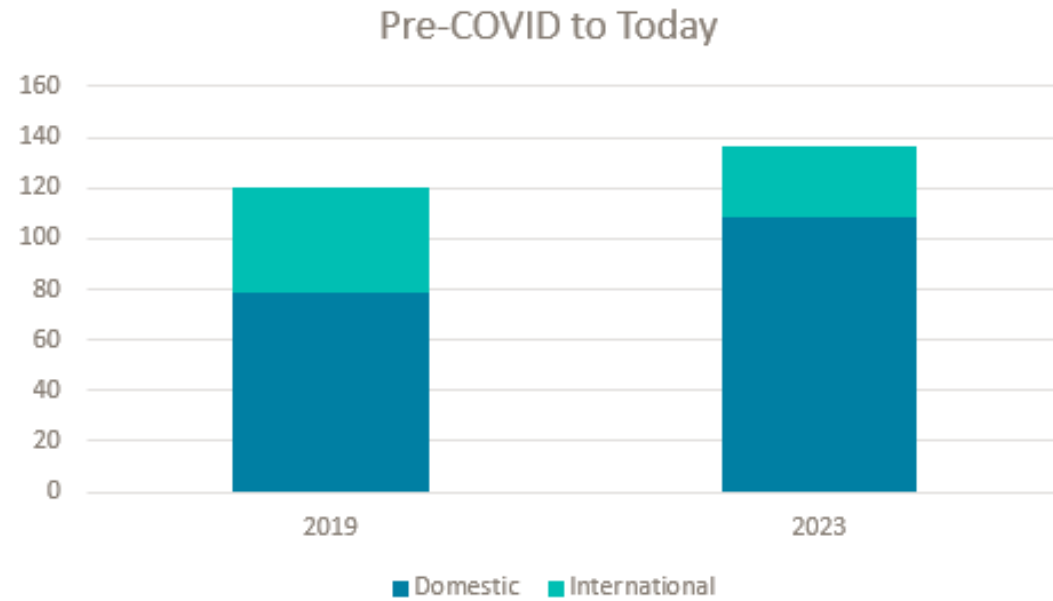


Annual Turnover \$62.35 Billion
June to June 36% increase on 2019

Tourism & Hospitality Demand in Australia

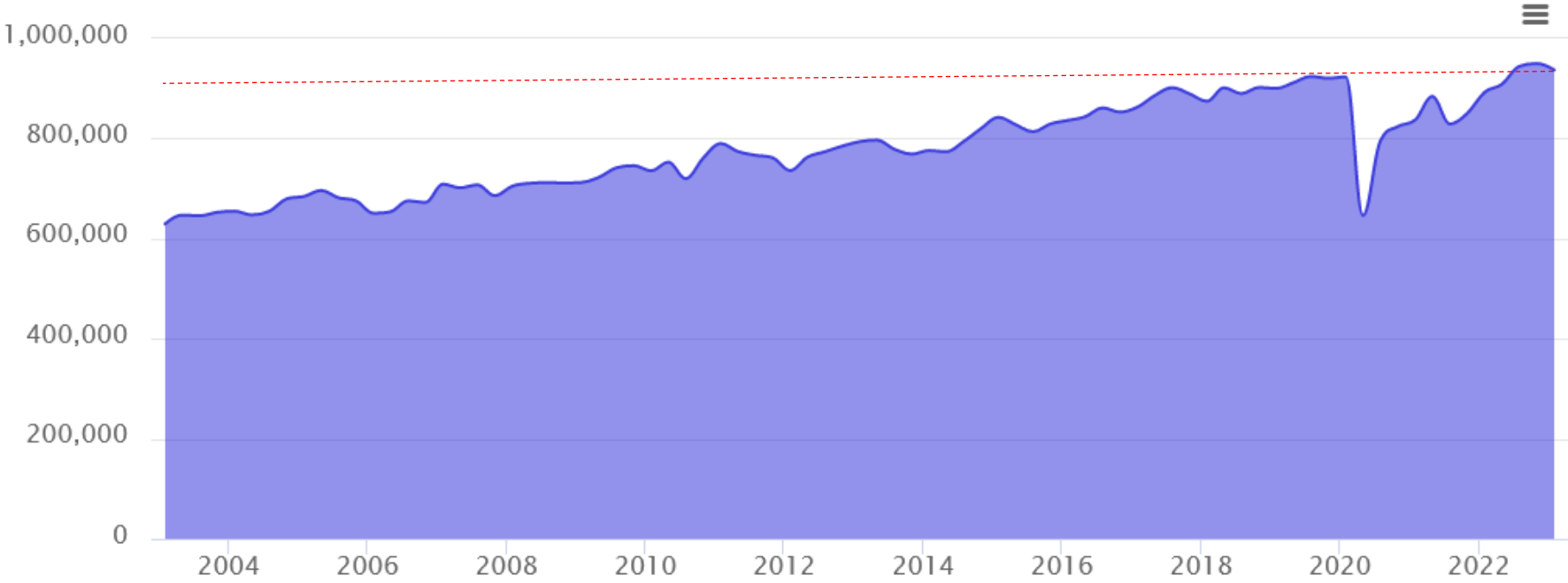


Tourism & Hospitality Demand in Australia



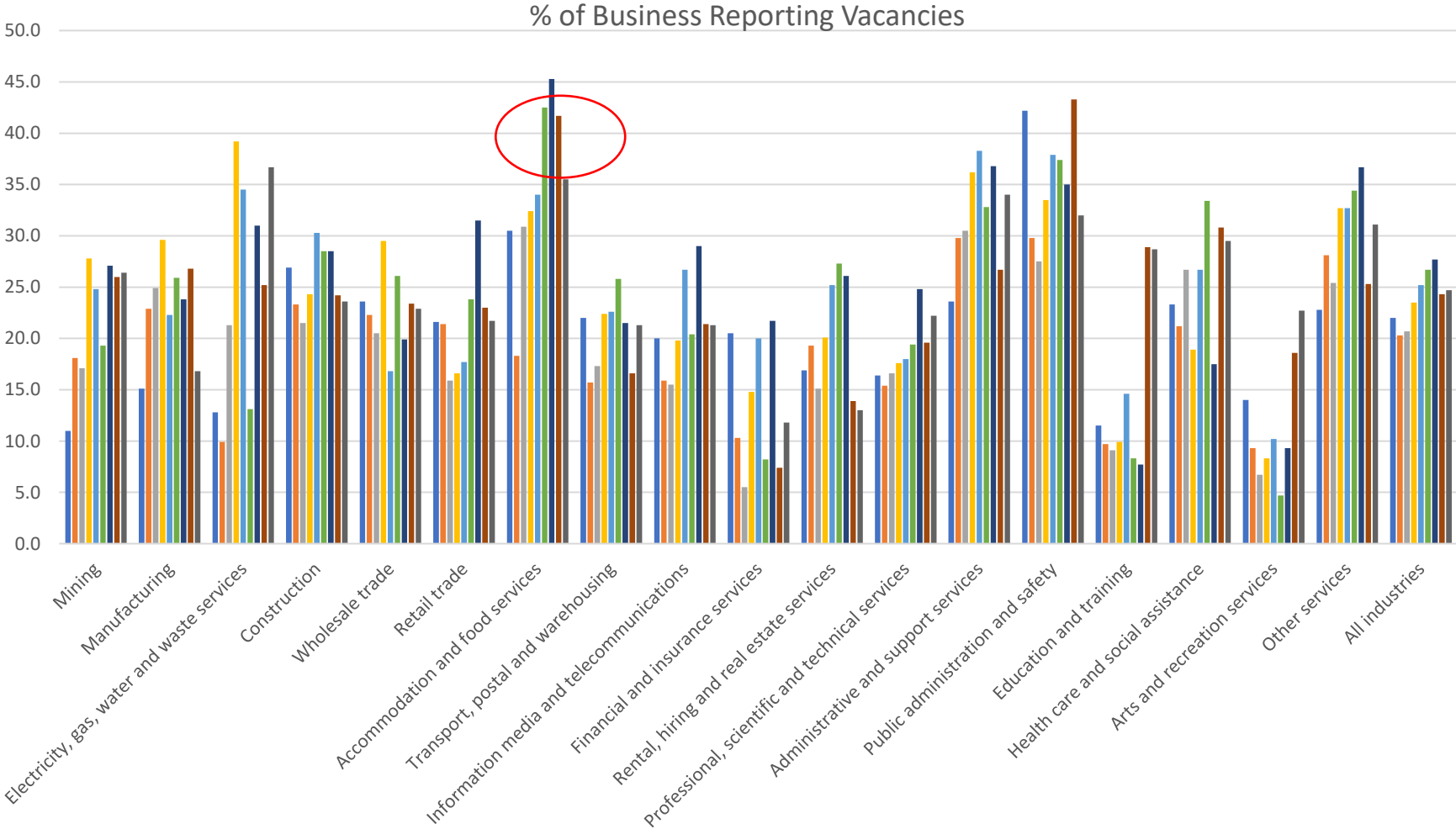
Tourism & Hospitality WORKFORCE in Australia

Quarterly employment, Accommodation and Food Services

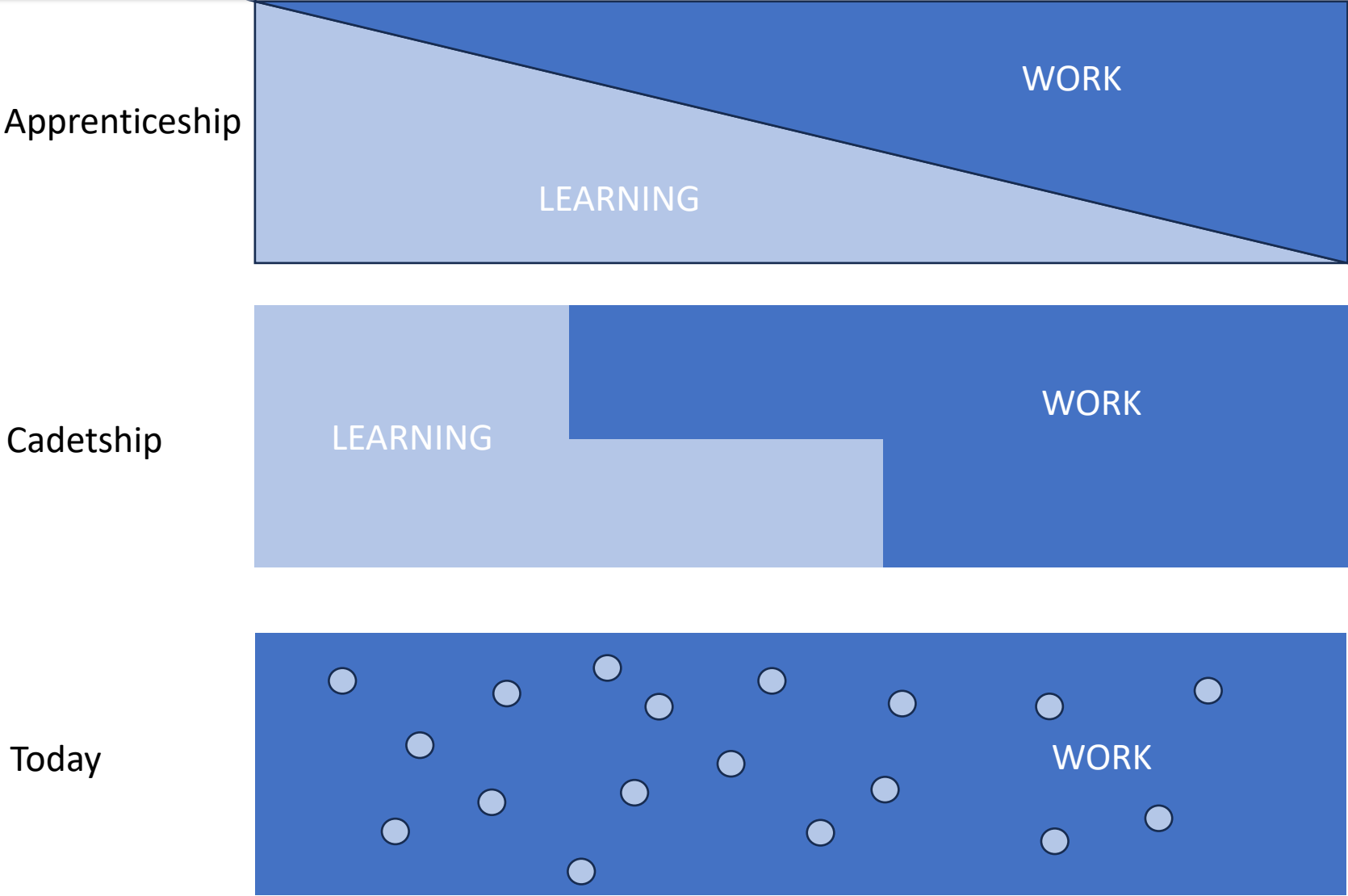


Source: ABS, Labour Force Survey, Detailed, February 2023, seasonally adjusted.

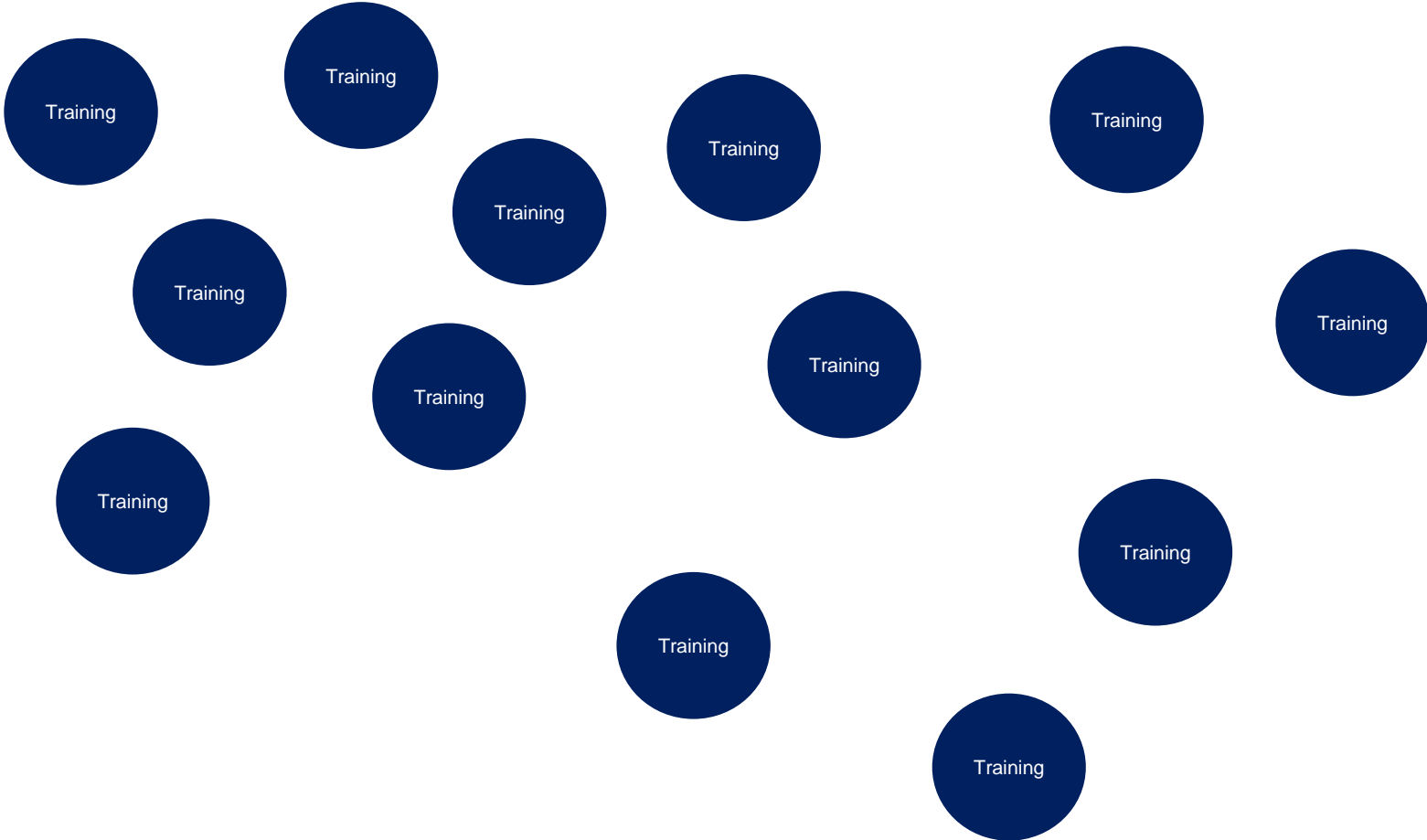
Tourism & Hospitality WORKFORCE in Australia



Why Micro-Credentials and Why Now?



How do our Microcredentials Work?



How do our Microcredentials Work?



How do our Microcredentials Work?



How do our Microcredentials Work?



How do our Microcredentials Work?

Determine event feasibility

- Riding the wave - Emerging trends in organising events
- Analysing event details to calculate costs
- Making money while hosting events
- Costing
- Preparing quotes for events
- Optimising events costs

Show social and cultural sensitivity

- Communication techniques for diverse and multicultural teams
- Managing diverse and multicultural teams

Coach others in job skills

- Establishing a framework for professional development
- Planning for coaching on the job
- Coaching techniques into action
- Evaluate effectiveness of professional development



How do our Microcredentials Work?

Enhance customer service experiences

- Saying the right thing - Communication techniques for customer service
- Doing the right thing - Conflict resolution strategies for customer service
- Re-learning about your customers' expectations after the pandemic
- Designing loyalty programs for customers

Recruit, select and induct staff

- Adjusting the recruitment process to address skills shortages
- Conducting online recruitment
- Recruiting candidates with special needs
- Carrying out staff inductions



How do our Microcredentials Work?

Monitor work operations

- Building an efficient customer service system
- Using new technologies and innovation for online customer service
- Determining optimal staffing levels to grow your business
- Planning professional development for business growth
- Planning mentoring and supervision in the workplace



Each Microcredential gets a digital badge



ISSUED TO:

Brittney Kopacki

Do you know the saying 'It takes a village to raise a child'? Well, the same applies to growing a business. You cannot create and sustain a successful business alone. You need the support of your community. That's why in this module, our mission is to create a community engagement plan that will help you build a positive image of your business in the community. Through this plan, you'll learn practical steps to engage with your community, strengthen relationships, and increase awareness of your business. By collaborating with your community and implementing a strong engagement plan, we'll help you create a foundation for your business's success.

Verify Badge

ISSUED BY:



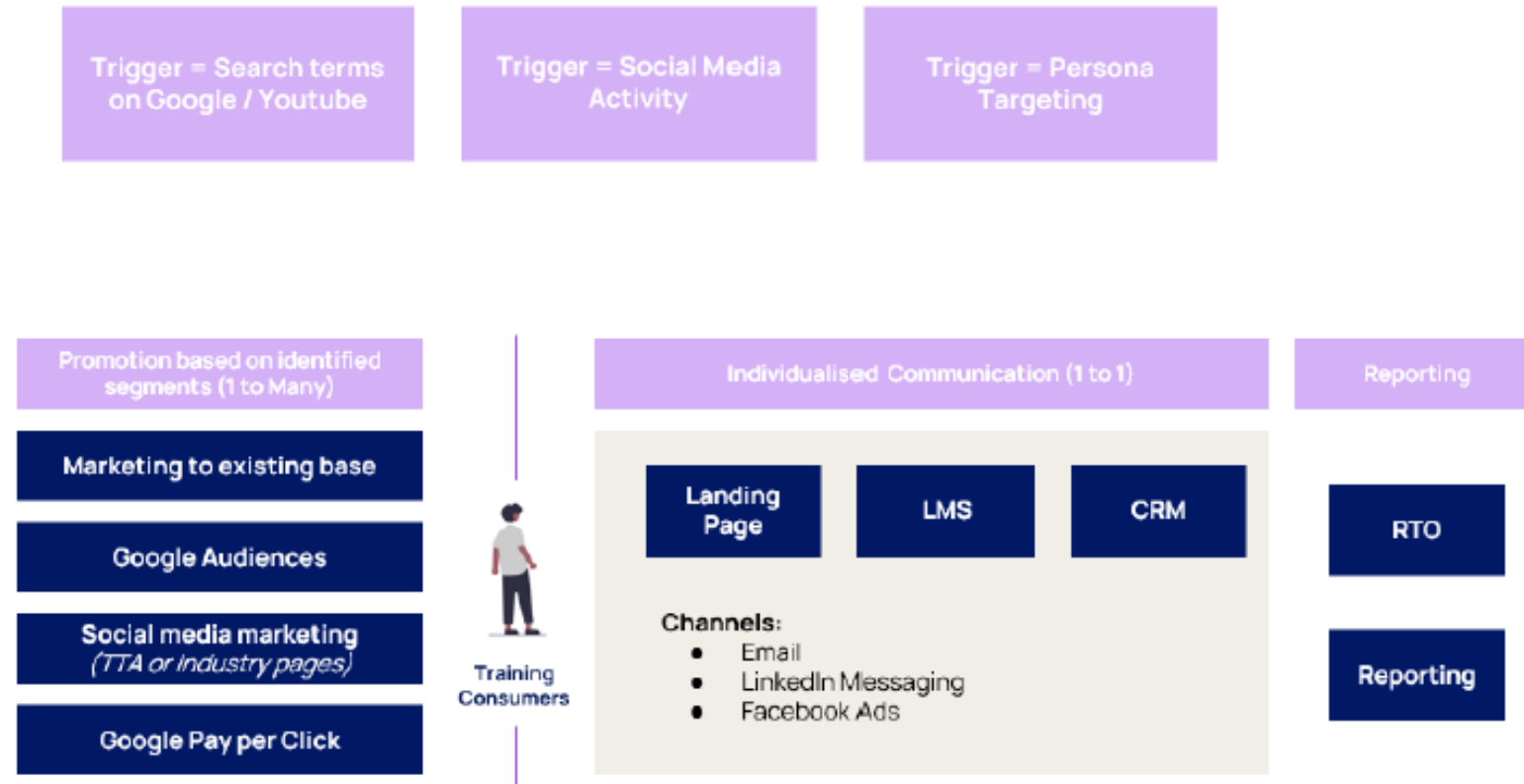
03 May 2023

SHARE:

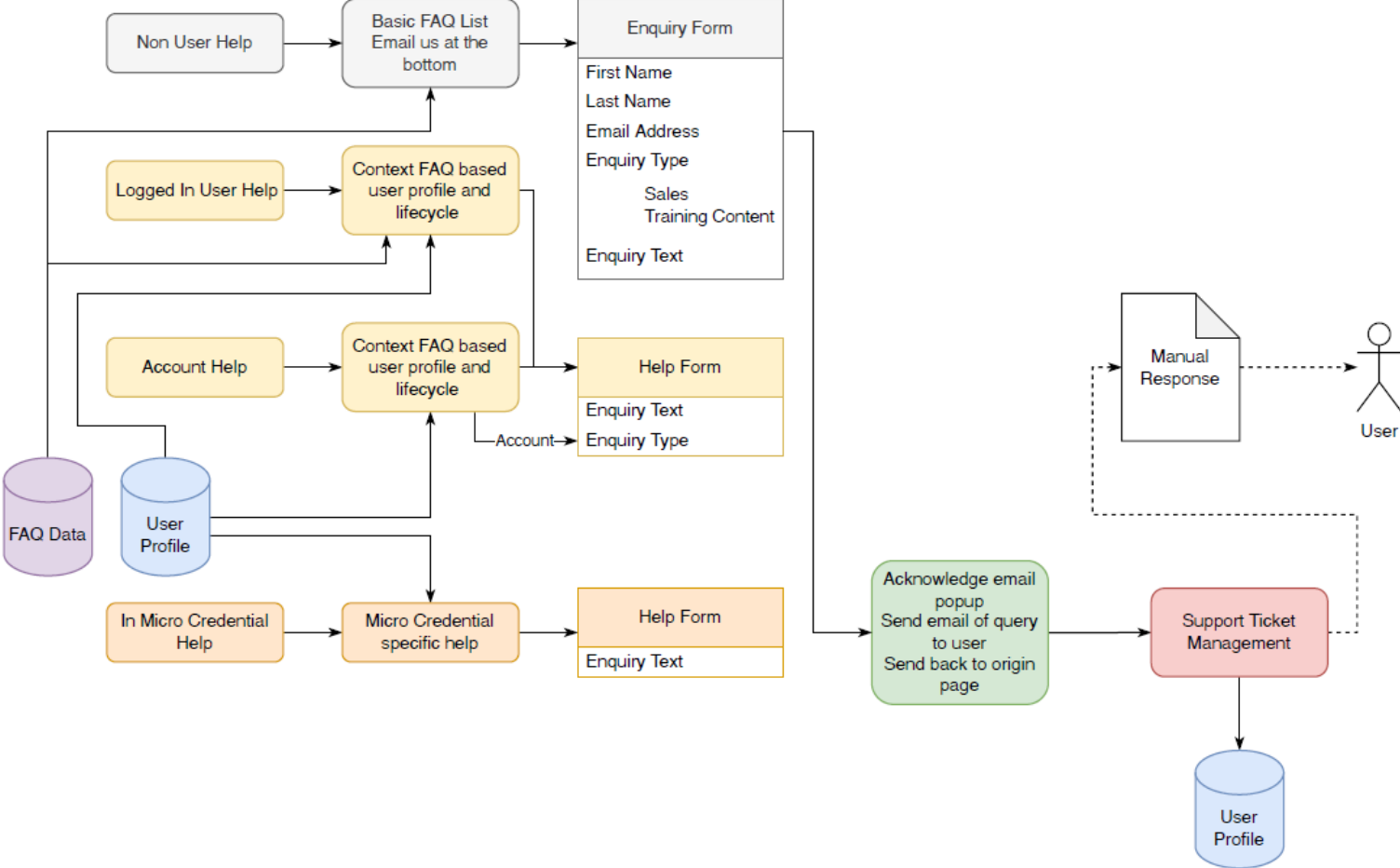
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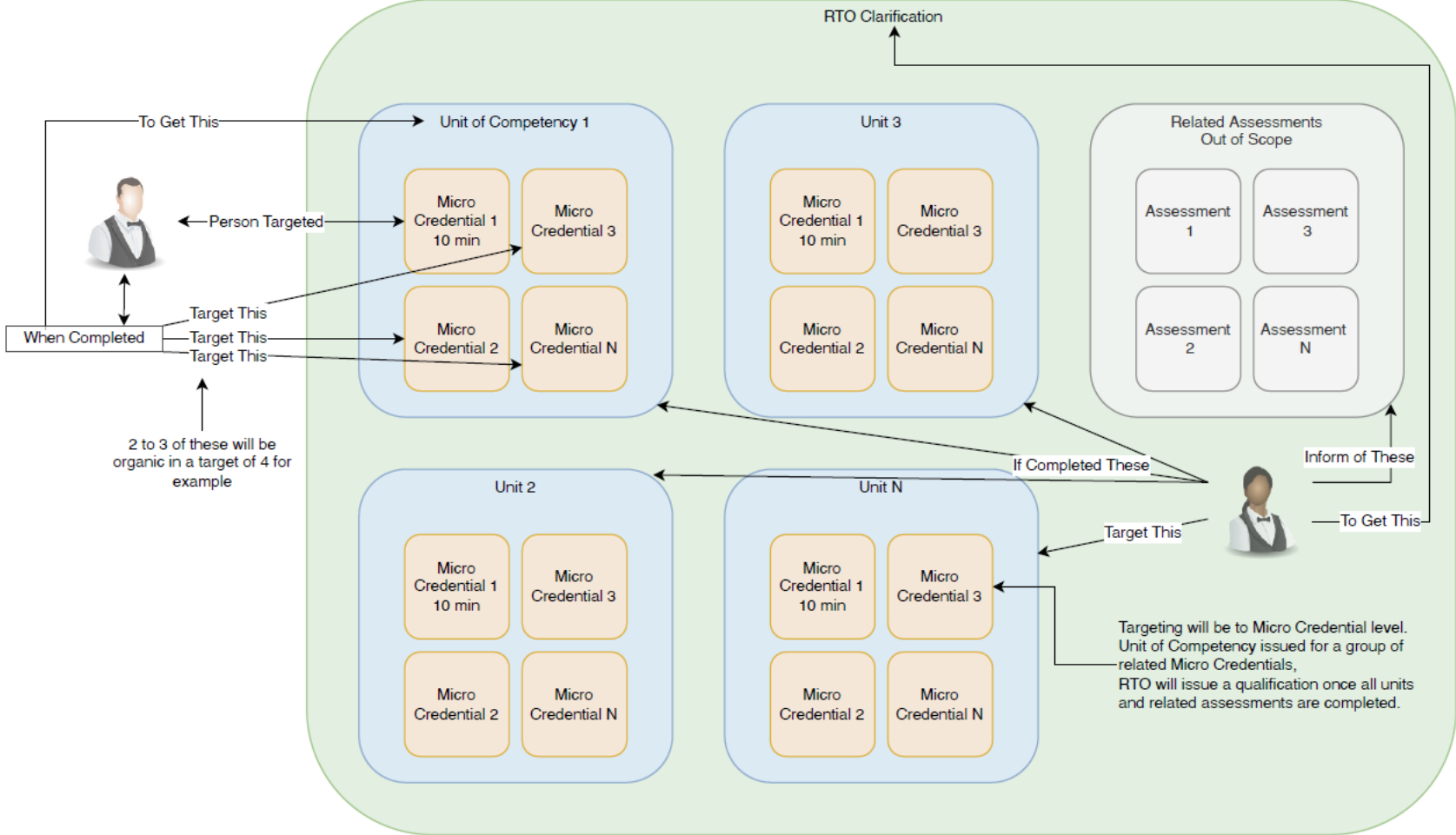
Not training for training sake – A SOLUTION TO A BUSINESS PROBLEM



The User Persona is Developed along the way



The SOLUTION offer is retargeted



The SOLUTION offer is retargeted

